

**DRAFT Minutes**  
Transit Development Plan Advisory Committee  
April 6, 2006

Attendees: Committee Members - Nye Bond, Beatty Brasch, Jennifer Dam, Rod Griess, Kevin Johnson, Dallas McGee, Patte Newman, Kim Phelps, Jane Stricker  
Core Staff - Larry Worth, Brian Praeuner, David Cary

Absent: Committee Members - Joy Patten, Randy Hoskins, Jill Flagel, Susan Epps  
Core Staff - Kent Morgan

The meeting started at 4:10 p.m.

David Cary welcomed those in attendance, and all introduced themselves. David provided an overview of the agenda and information provided, including the work scope and the committee's charge/purpose. He emphasized that the committee is to discuss/respond to milestone reports, be a sounding board, contribute ideas/insights, and support the consultant and staff during this process. Final project approval will be by the StarTran Advisory Board. These committee meetings are public meetings, with minutes recorded, and are expected to be held six times over the 10-12 months of the project.

David introduced the two members of the Urbitran Associates, Inc consultant team – David Sampson and Marlene Connor – who discussed communications/reporting, project scope/intended results, schedule, deliverables, and involvement by the committee and staff. See attached.

Mr. Sampson asked for the committee's comments regarding potential stakeholders who should be contacted by the consultants to gain their perspective as to public transit, and regarding issues which need to be addressed as part of this study. The following were offered by members of the committee...

- Beatty Brasch emphasized the importance of increasing ridership to secure increased support of the transit system. She also felt that most current riders are low-income, and that increased emphasis should be made toward pursuing those individuals to utilize public transit. Mr. Sampson acknowledged that all elements of the study would be directed toward increased ridership, and that current riders will be interviewed at the planned "drop in" meetings.
- Kevin Johnson acknowledged that the needs of the "core ridership" need to be addressed, but also thought that current "non-riders" need to be contacted to find what would enable them to utilize public transit. Ms. Connor responded that stakeholder interviews may be helpful in this regard, but that "non-rider" surveys are tough to find discretionary riders, and results are typically not useful considering the survey cost. The availability of low-cost parking tends to be a key issue, and a deterrent to utilization of public transit, and Mr. Sampson agreed to address the issues raised in this regard.
- Dallas McGee indicated that emphasis has been made to bring more persons into the

Haymarket, possibly by a shuttle service, and thought this is an untapped potential market for additional ridership.

- Beatty Brasch suggested that one of the “drop in” meetings be at a location where low-income persons gather, instead of at a shopping center. Jane Stricker felt that caution should be exercised to insure that Lincoln citizens don’t perceive that public transit is not just for low-income persons, which would influence the utilization of public transit by discretionary riders. Mr. Sampson agreed, noting that he had found such a perception in other cities.
- Patte Newman noted that an issue has recently been raised regarding the future demolition of the downtown low-cost movie theater, and the need to relocate such a theater on a bus route. She suggested that Douglas Theaters be contacted in this regard.
- Kevin Johnson asked as to the potential of expanding the number of “drop in” meetings, and to conducting such meetings by quadrant. Mr. Sampson emphasized the need to hold such meetings at locations where large numbers of people are accumulated. Simply conducting a meeting, with an expectation of people to come, usually is not effective. Mr. Johnson also asked as to the potential of expanding services in the “suburban” areas, beyond where the “core” ridership currently resides. Mr. Sampson responded that they will be evaluating the potential of such service expansion as part of their service analyses. He emphasized that the key issue he has found in securing/retaining passengers is the reliability of the service, and that will also be evaluated.
- Beatty Brasch questioned as to the potential of conducting an on-board demographic survey to understand the make-up of current patrons. Mr. Sampson acknowledged that although such a survey is not included in the contact scope, such information would be helpful for this study, and for marketing efforts. He agreed that such will be discussed by staff to check as to the possibility of such a survey.

David Cary reminded that the next committee meeting will be in June, and that the results of the stakeholder and “drop in” meetings, which will occur in May, will be presented and discussed at that meeting. Also, preliminary results of the Comprehensive Operations Analysis should be available for the June meeting as well.

The meeting was adjourned at 5:45 p.m.